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THE WEEKLY JOURNAL OF THE FURNITURE & FURNISHING TRADES

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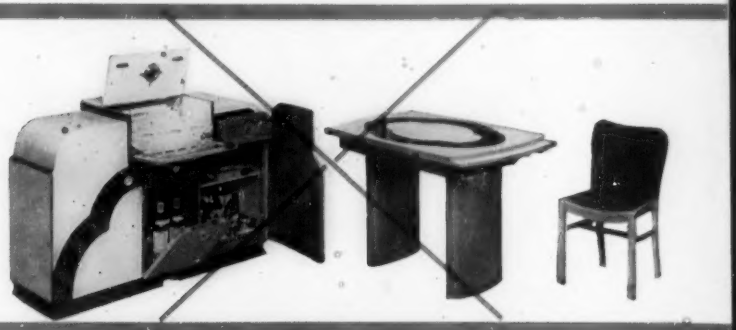

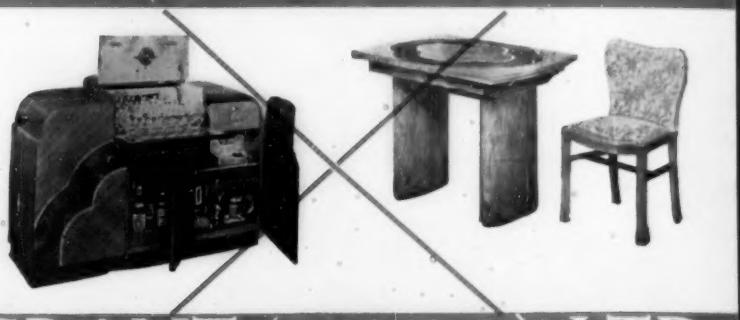

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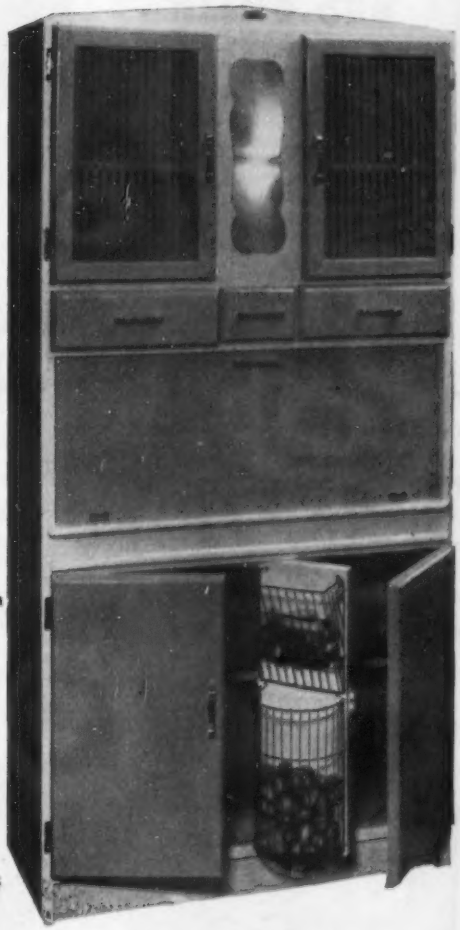

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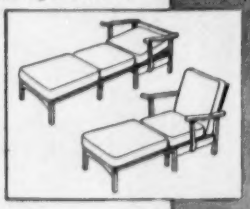

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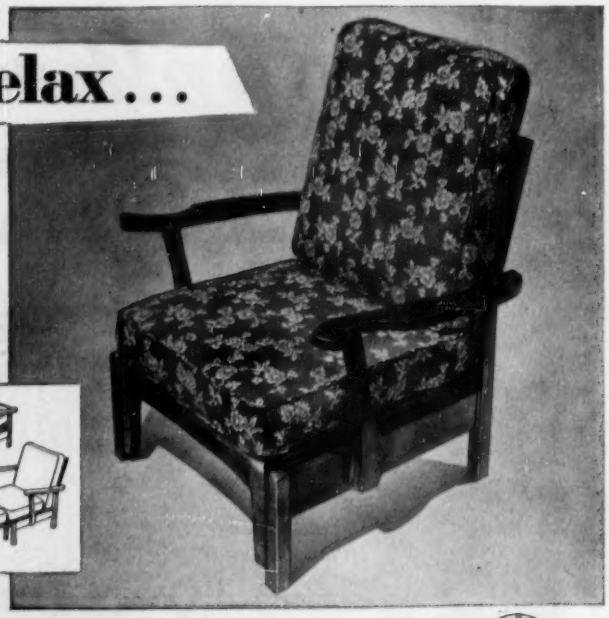

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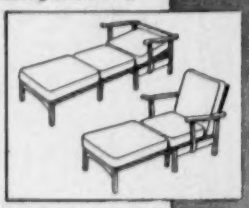

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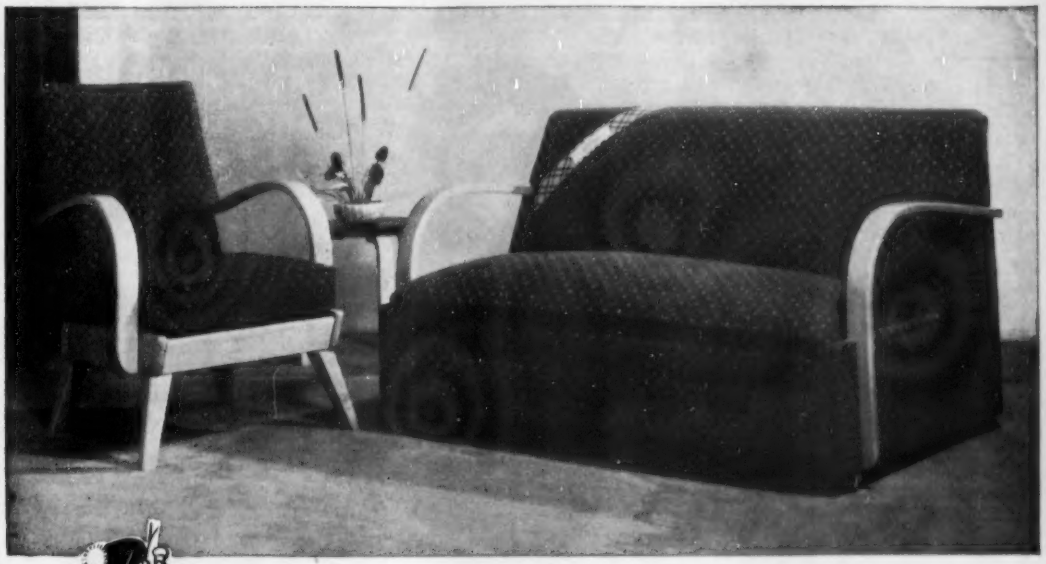

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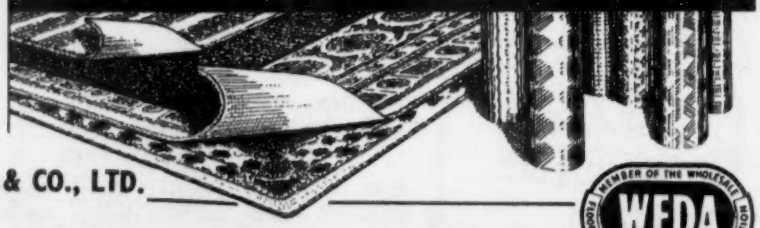

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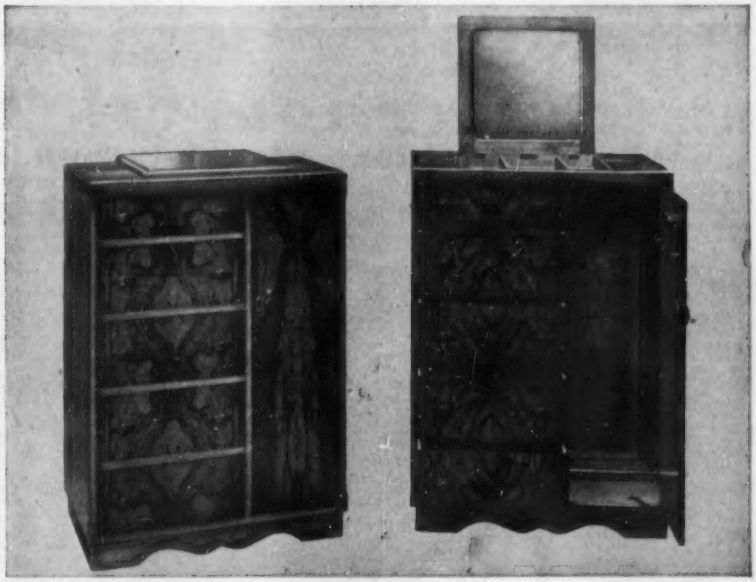

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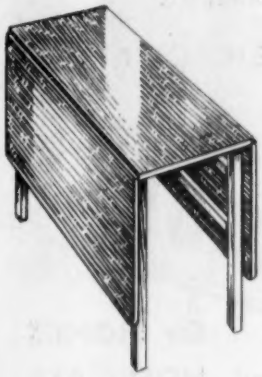

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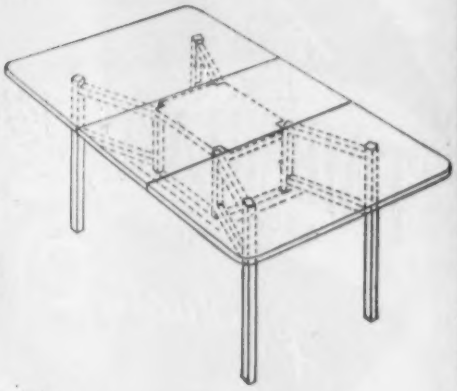

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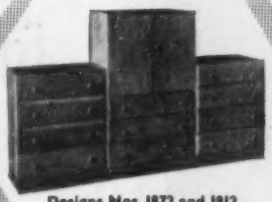

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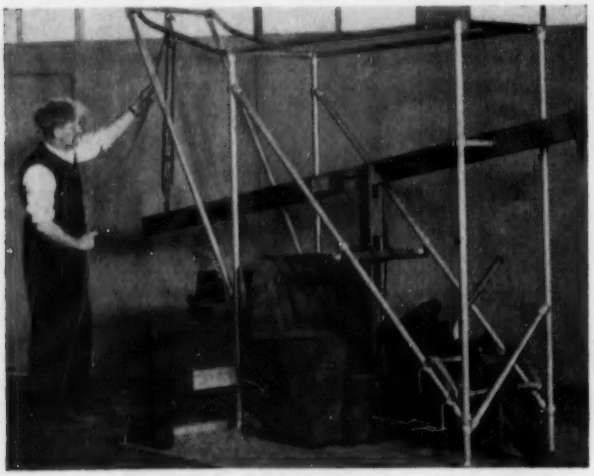

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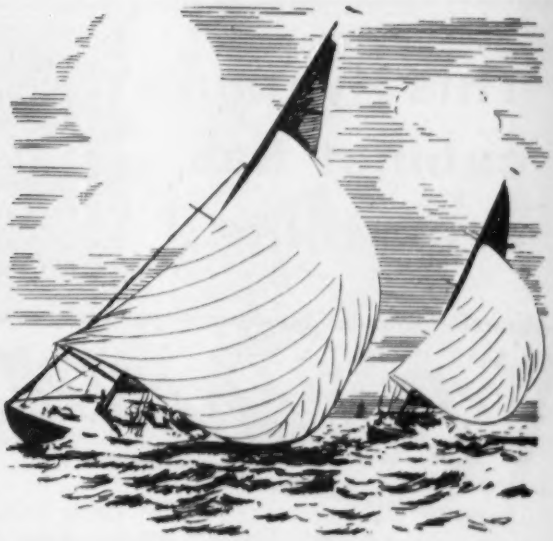

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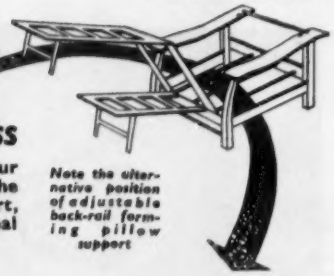

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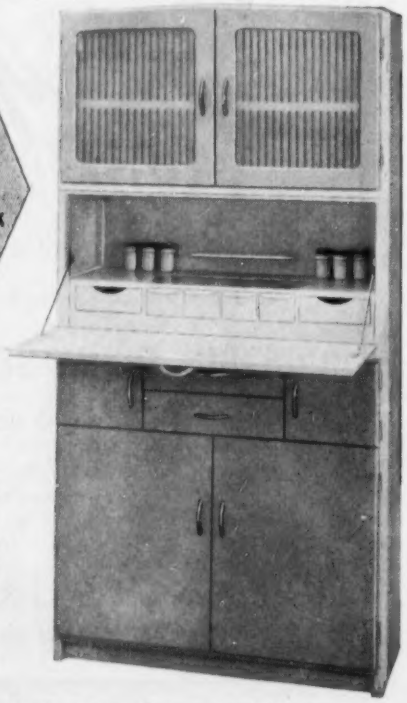

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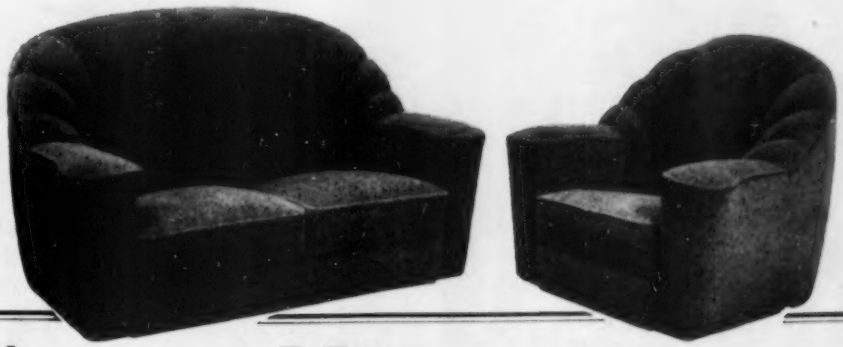

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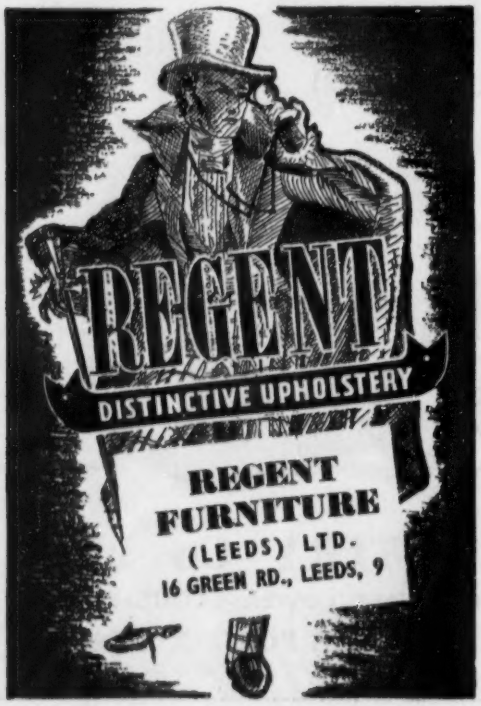

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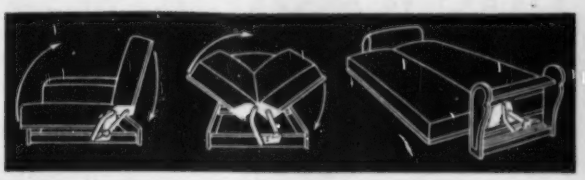

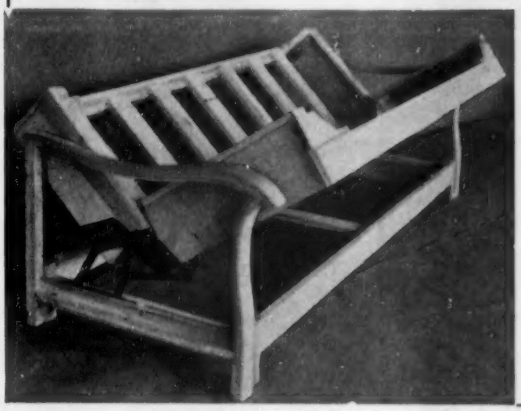

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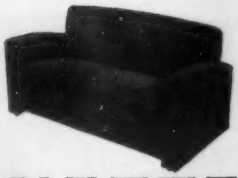

THE

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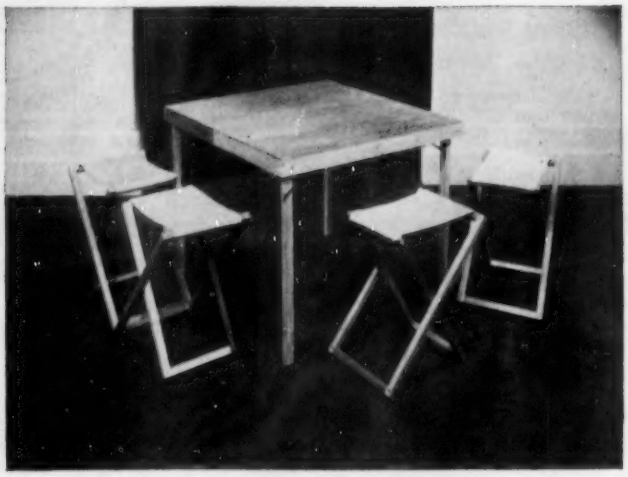

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**VIADUCT WORKS, CAVENDISH STREET, ASHTON-UNDER-LYNE**

Vol. XXXVII. No. 727 DECEMBER 31, 1954

# Furnishing World

Subscription 40s. a year post free (45s. overseas)

180 Fleet Street, London, E.C.4
Tel: CHAncery 8844 (15 lines)

# Viewpoint

THE furnishing trade has been faced with many serious problems during the last twelve months. Some of these have seemed easy—but have proved difficult—of solution.

There is one, perhaps which is uppermost in our minds. We refer to the advantages or disadvantages of altering the rulings that have already been made under Ch. 127, page 40139, paragraph (J) (1), line 18½, of the agreement which lays down the minimum performance standards of *Xestobium Ruffivolosum* and the *Anobium Punctatum*. For the uninitiated, these are foul, horrid-looking little furniture beetles—with such serious intent that, in common with their brother *Lyctus*, they persist in digging holes for themselves.

This problem still remains to be solved, and we seriously suggest that it is time that a joint meeting were called of the Royal Society of Entomologists, which probably does not exist, and the Joint Industrial Council of the Furniture Trade to settle a policy that will be satisfactory to both sides.

But this is essentially *boring* business.

★★ There are many other industrial problems that must be faced, and faced squarely by furniture men if their production possibilities are to come to full fruition.

There are, too, many outstanding difficulties on the retail furnishing side; and these also must be tackled with that spirit of determination—we might say ruthlessness—that will enable us, with a good captain at the wheel, to plough a straight furrow and at last see light at the end of the tunnel.

If we do not do this, we shall have to tighten our belts, put our shoulders to the wheel, get down to brass tacks and leave no stone unturned to make sure that we shall sail to victory.

At this season of the year, so full of joy, we do not want to stress too strongly the evils which surround both sides of our industry. Ending on a happier note, all we can say is that, if we do not do something about it, we shall be in a nasty sticky mess!

## Tailpiece

OWING to a small fault in our linotype machines last week, we received the following proof from our printing works. It was at first believed to be a Christmas greeting in the original Georgian patois of the U.S.S.R.:

* @ X p&p ** cor! blimey? 2 pt. . & — + 27 x 42 – ??? in ⅜ ⅞ peace*!? what the—987 @ /&') ¼ + § 2 gal. – + TO... Longitude 30° by ½ 73/88 @ "&' Slimonski %% ⅞ 5/8 ...../

But we do not think so!

*"I've brought some of my washing along to try for size."*

## You are warned—

- **It's a funny "World" this week. This is our (allegedly) end-of-the-year humorous number.**
- **In the first editorial section we indulge in some light-hearted and heavy-handed leg-pulling.**
- **Anyone who believes anything he reads in these pages will believe anything.**
- **Whether you are amused or not here's wishing you a Happy New Year. Having read this you'll deserve it!**

Colinhay upholstery

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## SHORT COURSE IN SALESMANSHIP

# *How To Handle The Customer*

By **BILL BOWEN**

A LIFETIME spent in serving the great bone-headed public has taught me much. And one of the greatest lessons I have learned is that while any fool can sell furniture, it takes great experience to really make your customer feel as small as you'd like him to.

Some customers can, of course, be put in their place with a mere pitying lift of the eyebrow, or a purposely ill-concealed sneer. But this will not work every time.

Even in the poorest neighbourhoods you will still find the odd customer who insists on being regarded as your equal and who really means to buy something from your store unless prevented by brute force.

For this type of customer a firm line has to be adopted from the start. Approach him with a slow and steady gait, fixing him with your eye unblinkingly. Do not smile. Stare at him quite coldly, without speaking for a moment.

Then, slowly, say: "Yes . . . (cough) . . . sir." Let there be a nice pause between the words, to let him see you only say it because you have to.

Let him state his wants. Then, absently murmur: "Would you mind repeating that? I find it a little difficult to follow."

**"Please . . . I am not deaf."**

### Making 'em Malleable

This should make him speak not only more clearly, but also more loudly. At which you step back a pace, give a pitying smile and murmur: "Please . . . I am not deaf," and called loudly for Mr. Johnson to come and deal with him.

Mr. Johnson, will, of course, take his time, giving your customer plenty of time to start feeling lonely. And when he does arrive the customer should be in an easily malleable frame of mind. If he is not, you simply wait until Mr. Johnson has got him interested in a line of sales-talk. Then you call smartly for Mr. Johnson, and rebuke him for taking so much time over one customer. This will sting Mr. J., who will, in turn, get rid of a bit of temper on the customer. He may still buy something, of course, if he really needs it. But he'll hesitate before he comes in bothering you again.

**The customer who insists on being regarded as your equal.**

Contrary to popular theory, women are easier to insult than men. The weather is a good opener. Welcome her with a kindly smile, and make a derogatory remark, such as "Very wet again to-day, isn't it?" (Or "very warm" or "very cold," or whatever it is.) If you smile nicely enough she's bound to agree with you.

**"We all feel it more as we get older."**

# THIS ARTICLE

*Written by an ex-Departmental Manager, gives six easy lessons on how customers can be given the full treatment.*

*Our contributor counsels all retailers to:*

- *Stop short of physical violence.*
- *Call out the fire brigade when things get hot.*
- *Treat 'em mean and make 'em scream.*

---

Then you drive your barb home, still smiling, with "Ah, well, I suppose we all feel it more as we get older, don't we."

That'll hit her where she lives. If it doesn't, keep on looking at her ankles, and frown a little un-

**"I've spent hours in front of the glass practising."**

happily as you do so. It's wonderful to see how fidgety that makes 'em. They can't help feeling their stockings are wrinkled, and nothing takes a woman's mind off things quicker than that. With any luck at all she'll be on

**"Well, well! Big pay packet this week . . ."**

edge right until she gets home again. And when she finds there aren't any wrinkles she'll spend the rest of the day worrying about what you *were* frowning about.

For the general run of men there's no point in either of these tactics . . . most of 'em know they look older than they are anyway, and they're used to being told they look untidy.

## Bashing Their Vanity

Have a bash at their vanity. No matter what they ask for, show 'em the cheapest and nastiest line you've got—e[illegible] to send to the [illegible] When they s[illegible] they'd like [illegible] little better, [illegible] 'em up [illegible] down (quite [illegible]ly) and say, j[illegible] loud enough for 'em to hear "Well, well! Big pay packet this week. . ."

It may take a minute to sink in, but when they finally get around to realising they don't look as if they could afford what they're asking for it's a real joy to see their faces drop.

Children. The dear little kiddie-widdies. I love 'em. They look up into my face with their big innocent eyes, and when mother isn't looking I pull such a face at 'em as fairly shakes 'em rigid. Not a funny face, but a real horror-comic job. I've spent hours in front of the glass in my little office practising. Two or three of those behind mother's back and I've usually got 'em into the screaming stage without anybody else in the shop having a clue. And if I find a tough 'un who doesn't respond there's always the mattress.

I keep one specially stuck up on end half-way up the shop. It doesn't really hurt 'em when it falls on top of 'em . . . but it frightens the living daylights out of 'em. And when mother's got a screaming kid on her hands you can do what you like with her.

## Nemesis Catches Up

Yes, it's a real art . . . handling customers. I only wish I'd had longer at it.

But one of my customers this week turned out to be a checker sent down from head office, and I'd given him the full customer treatment before I found out.

A pity . . . but it was good while it lasted. And now . . .

# The Best Betts of This Year

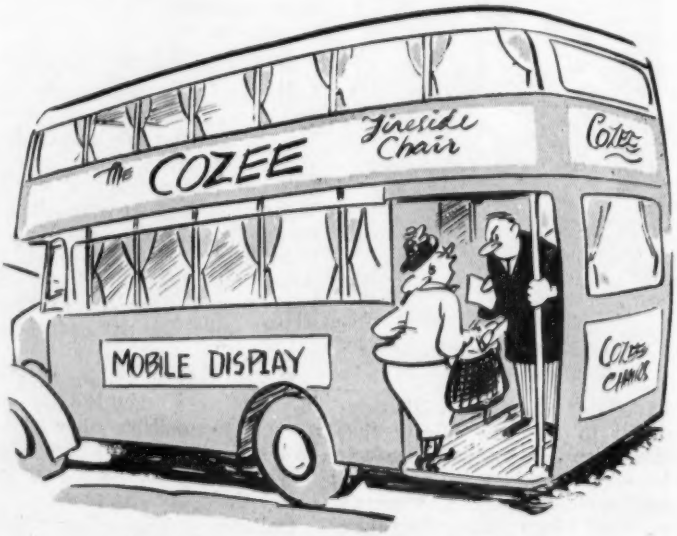
"About that display card in the window, I'd like to see the divan 'a child can operate.'"

"Hm, could you show me something else? He can't stand heights."

"And then the commercial traveller said to the barmaid——."

"My husband's an upholsterer, so it had better conform to the B.S.I. standard!"

"I'm afraid he wouldn't be happy with anything less than a model that played Beethoven's fifth symphony."




"Drop me at Oxford Circus, please, my man!"

# A Selection of Smiles by "World" Cartoonist which have appeared in the last 12 months

"No chain store is going to drive ME in to a back street!"

"I'm going to a 'do' straight from work to-night—no time to go home for a bath!"

"No wonder I was mad! I was describing our present bedroom suite, and the salesman asked: 'Have you a bow-fronted carcase?'"

## *SMILE, DARN YOU, SMILE!*

## – Big Brother Is Watching You

*An American firm is introducing a new technique in the "Do It Yourself" movement by offering a paper pattern service from which customers can make their own furniture.*

*NEWS ITEM.*

# CUT IT OUT

## OR

## *It's A Wrong 'Robe That Has No Turning*

I WAS reading a piece in the papers where it said that one and all would shortly be able to make any article of household furniture by means of paper patterns. Without wishing to cause any offence whatever to the people who are going to make these patterns on a commercial basis, I would respectfully give a hollow laugh just here.

And in giving this same hollow laugh I shall be joined by my dear wife Elsie, who is normally not much given to laughs of any kind at all when I am around.

The reason for us joining together in a hollow laugh now is because I personally invented paper patterns for making furniture fifteen years ago, and the memory of same is still with us, and likely to be carried to our graves.

Elsie and I had been married only a few weeks when the Great Idea struck us. It may well be that some other young married couples were different to Elsie and me. I am willing to admit that this may have been so. But at the time we were Made As One it was extremely difficult to purchase anything without (a) coupons or (b) Purchase Tax or (c) a Ministry of Labour permit —except small china teapots of a dark brown colour.

This, we always believed, was why we got fifteen small china teapots of a dark brown colour as wedding presents.

And while Elsie and I were the first to admit that small china teapots of a dark brown colour are pleasant things to have and showed that our friends thought well of us, they are not very good for hanging up clothes in.

**Elsie and I busied ourself with paper and scissors . . .**

Elsie and I did not even make the attempt to do so, for though young we were both, I dare claim, very sensible.

We knew that what we really needed was a wardrobe.

I must admit it was dear Elsie who first had the Great Idea. We were sitting one evening pondering upon our wedded bliss when Elsie said to me: "You know, Wallace, a Thought has Struck me!"

"My dear Else," I replied, "confide in me."

(Perhaps I ought to mention here that I have always thought "Elsie" a charming name, but a trifle long, and so in the privacy of our home I always drop the last syllable, with her full approval.)

"Well, Wallace, dear," she said, "I was thinking how nice it would have been if one of our dear relations or perhaps even one of our dear friends had been so thoughtful as to give us a wardrobe for a wedding gift. But then, I thought, this is perhaps a Challenge!

**by WALLACE BRUCE**

"Wallace, dear Wallace, the world expects us young folk to show courage in adversity. If our friends will not give us a wardrobe, We Must Make Our Own!"

The dear girl flushed as she said these stirring words, and I must admit that I felt a great thrill of Adventure myself at the very thought of it. To make our own wardrobe! What a wonderful start to married life!

But I am, above all things, a practical man. There is very little of the dreamer in my make-up. A question immediately came to my mind, and I passed it on to Elsie at once.

"How?" I said.

Dear Elsie was ready for me there. "Paper patterns, Wallace dear," she sprang at me like a shot from a gun. And before I could question her further she prattled on: "You know, Wallace dear, that you have always complimented me upon my use of the needle." (This was very true—

. . . Stuck on to the wood with paste to make my task easier

dear Elsie's trousseau had to be seen to be believed, and created quite a sensation locally.) "Well, much of my success is due to my dear Mother, who taught me so much about taking patterns. The pattern, you know dear Wallace, is the Most Important Thing.

"And if silly little me can make a frock from a paper pattern, surely big, clever Wallace can make a wardrobe in just the same way?"

Accordingly the next few evenings a casual passer-by might have seen us sallying forth from our little Nest going a-calling upon our friends and relations.

Under my arm was a great sheaf of newspapers, and in her dorothy-bag my dear wife carried several newly-sharpened pencils and a sharp pair of scissors. Our plan of campaign was this. On arrival at our friend's (or relation's) house we would say nothing of our intentions. But when Elsie was taken upstairs to deposit her hat and coat in the bedroom, she would hurriedly reconnoitre the furnishings. If she approved of the wardrobe and thought that it would be suitable for our purpose she was to give me a pre-arranged sign and I would then reveal our plan to our host and hostess and beg their permission to take a pattern!

I cast no reflections upon our friends (and relations) when I say we had to pay more than twenty calls before we found the Wardrobe of our Dreams. But there at last came the night when Elsie came down from depositing her hat and gave me the Pre-arranged Signal. My heart leapt, I can tell you, and as calmly as I could I told our host and hostess of our desires.

What fun our request caused! And what merriment we had for the rest of the evening as Elsie and I busied ourselves with paper and scissors. Most of the planning I naturally left to her, for she had been trained in the art of Cutting Patterns and I had not.

But when it came to translating them into fact by means of the Carpenter's Art, then, of course, I took complete command.

★ ★

I shall never be quite sure what went wrong. I followed Elsie's advice most carefully about laying all the pieces of pattern on the rough wood so as to keep the "way of the grain" the same and to avoid cutting anything "on the bias." Many of the patterns Elsie herself stuck on to the wood with paste so as to make my task easier.

We had many a happy evening in our little kitchen, pasting and sawing away for dear life, and often humming a little tune as we saw our Dream growing beneath our hands.

But our happiness began to fade a little when we came to assemble all our pieces together.

As I say it is impossible for me to apportion blame in this matter. But I am forced to think that Elsie did go a little astray when she followed her mother's guidance too closely and insisted on cutting her patterns so as to "allow for turnings." And I think she was also wrong to attempt to improve on the original design by rounding off some of the corners.

These little improvisations, however, might still have worked out well enough if dear Elsie had not inadvertently got a piece or two of some other patterns mixed up with those of the wardrobe.

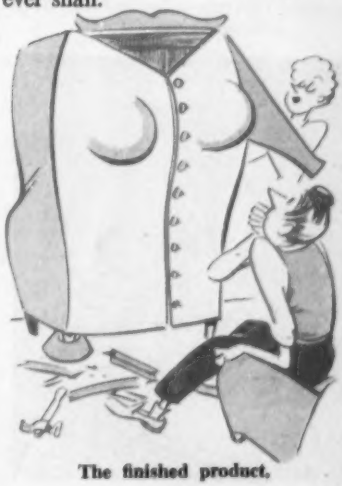
She steadfastly denies that this could have happened (although dear Elsie always cuts her patterns from the same daily newspaper, which makes them all look very alike), but I am dubious. Those two cup-like protuberances on the door, for instance, could never, I am sure, have been designed by a carpenter.

And wardrobes, I am equally sure, were never designed to button up—whereas there are very definite buttonholes in ours.

There is also something mysteriously like a dolman sleeve which sprouts quite unaccountably from the ornamental work around the top. And one leg has an unmistakable cuff around it.

We still have our wardrobe, of course. After all, it was the very first thing we ever made in our own Nest, and as such it has a sentimental value beyond price. But we have never attempted to make anything else from a pattern.

And I very much doubt if we ever shall.



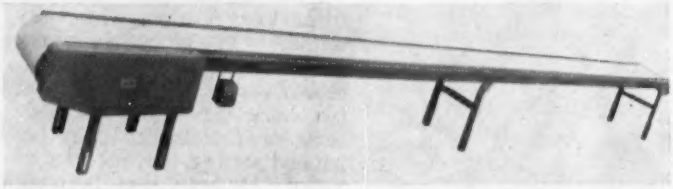
The finished product.

NEW FROM THE MANUFACTURERS

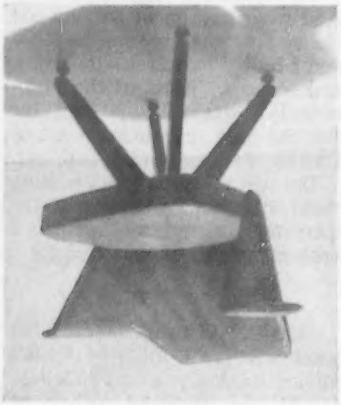
# Special "World" Pre-view Of Products Still On The Drawing Board

## YOU MUST FACE UP TO THIS

*All the best furniture folk are wearing these specially designed party masks, which provide lots of fun for the kiddies. They have a utilitarian purpose, too, and are worn (see below) by workers engaged on the job of fashioning next year's tubular Christmas trees. The mask comes in three colours, fly-paper brown, dust-heap grey, and black pudding.*



*The diving board motif is carried out effectively in the new Shanley model of a dining-room chair. It enables the meal to be tackled at a sprint. For elderly users an automatic belt is provided.*



*Specially designed for the executive who likes sitting on things is this super swivel chair. When used in this fashion it ensures that all office problems are studied from a new angle. A fire was in progress when this picture was taken.*

*This galvanised container will aia retailers in displaying various lengths of curtain rails and ancilliary fittings, Alternatively, as the illustration shows, it can be used for straightening spaghetti.*

*This piano stool combines the grace and delicacy of the modern school with the strength and solidarity of the finest reproduction pieces. It retails for a song.*

*For comfort and springing this family settee, in the contemporary style, would be hard to beat. Its invisible arm rests are retractable. An overhead valance can be fitted.*

**Readers' Viewpoint**

# Practical Hints For The 'Do It Yourself' Types

SOME people never learn, do they? In spite of the way we treat 'em, year in and year out, our readers still write to us, passing on bits of advice, in the hope of seeing their names in print and giving an airing to opinions which the Editor would rather play on the piano than print.

But, since this is the season of carnival, we have decided in this issue to let our dear readers have a whole page to themselves . . . full of those homely little thoughts and Useful Tips for which our National Newspapers so delight to award Special Prizes. Are *you* a do-it-yourselfer? If so, your letter may be among those printed below. We doubt it, but you never can tell . . .

### *VERY TASTY*

For years we have been troubled in our house by soup stains on the easy-chairs, which are of uncut moquette. We have now solved our problem in a very ingenious way which may be of interest to your readers. We now arrange for all the soup to be spilt over *one chair only*, instead of a little here and a little there. At the end of the week we have, therefore, a thick enough coating on the selected chair to scrape off and re-heat, when it usually makes four good portions.

ELSPETH RUNGE (Mrs.)
Billericay.

### *A BRIGHT IDEA*

How annoying when one is in the middle of a thrilling book to find the electric bulb fail! This happened in our house the other evening, but my young son had a brainwave which may be of interest to your readers in these days when new bulbs are so expensive. He simply set fire to the house, which gave us a splendid light—quite ample to read by.

ERNEST MORBID,
Bolton-on-Sea.

### *WHY WORRY?*

As an old-age pensioner I would like to pass on the following invaluable hint which was given me by my dear old mother many years ago, she then being eighty and still able to pour out her beer without glasses (she used teacups, bless her). It is simply this—when putting on your socks in the morning always count your toes very carefully, and write down the total on a small piece of paper. This can then be referred to quickly at any time during the day, without the bother of taking off your shoes and socks again.

R. B. THRUSTLETON-DRAWBACK,
Winxworth.

### *STEADY!*

If you have a table with one leg shorter than the others try boring three holes in the floor. This will bring the longer legs down to the other one's level. Some of your readers may be interested in this.

"EXTIRPATED,"
Tunbridge Wells.

### *MANNERLESS OAF*

In case any of your readers are interested, I think your paper is lousy.

"REGULAR READER,"
Block C, Pentonville.

# *Visit your local* LEBUS *Exhibition*

### SCOTLAND AND NORTHERN IRELAND

*Glasgow Permanent Showrooms*

| | | | |
|---|---|---|---|
| Belfast | 10th—14th Jan. | Inverness | 11th—13th Jan. |
| Edinburgh | 10th—14th Jan. | Dundee | 17th—21st Jan. |
| Ayr | 10th—14th Jan. | Aberdeen | 31st Jan.—4th Feb. |

### NORTH-EAST

*Hull Permanent Showrooms*

| | | | |
|---|---|---|---|
| Lincoln | 10th—14th Jan. | Sheffield | 24th—28th Jan. |
| Middlesbrough | 10th—13th Jan. | Darlington | 25th—27th Jan. |
| Leeds | 10th—14th Jan. | Huddersfield | 31st Jan.—4th Feb. |
| Doncaster | 17th—21st Jan. | Bradford | 31st Jan.—3rd Feb. |
| York | 18th—20th Jan. | Newcastle | 31st Jan.—4th Feb. |
| Grimsby | 25th—28th Jan. | | |

### NORTH-WEST AND WALES

*Manchester Permanent Showrooms*

*Liverpool Permanent Showrooms*

| | | | |
|---|---|---|---|
| Carlisle | 10th—14th Jan. | Carmarthen | 25th—27th Jan. |
| Swansea | 10th—14th Jan. | Bolton | 24th—27th Jan. |
| Barrow | 18th—20th Jan. | Chester | 31st Jan.—3rd Feb. |
| Cardiff | 17th—20th Jan. | Newport | 31st Jan.—4th Feb. |
| Preston | 24th—28th Jan. | | |

### SOUTH-MIDLANDS AND EASTERN COUNTIES

*Birmingham Permanent Showrooms*

*Leicester Permanent Showrooms*

| | | | |
|---|---|---|---|
| Northampton | 3rd—7th Jan. | Norwich | 17th—21st Jan. |
| Colchester | 10th—14th Jan. | Shrewsbury | 17th—20th Jan. |
| Burslem | 10th—14th Jan. | Oxford | 17th—21st Jan. |
| Derby | 10th—14th Jan. | Wolverhampton | 24th—27th Jan. |
| Nottingham | 17th—21st Jan. | Ipswich | 31st Jan.—3rd Feb. |
| Peterborough | 17th—20th Jan. | Cambridge | 1st—3rd Feb. |

### SOUTH

*London Permanent Showrooms*

*Plymouth Permanent Showrooms*

| | | | |
|---|---|---|---|
| Maidstone | 3rd— 6th Jan. | Bristol | 17th—21st Jan. |
| Croydon | 3rd— 6th Jan. | Bournemouth | 24th—27th Jan. |
| Luton | 4th— 6th Jan. | Dartford | 25th—28th Jan. |
| Southampton | 10th—13th Jan. | Southsea | 25th—28th Jan. |
| Tunbridge Wells | 11th—14th Jan. | Brighton | 31st Jan.—3rd Feb. |
| Reading | 17th—21st Jan. | Exeter | 31st Jan.—4th Feb. |
| Gloucester | 17th—21st Jan. | Canterbury | 31st Jan.—4th Feb. |

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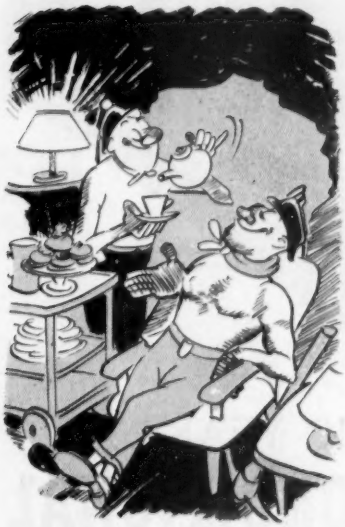
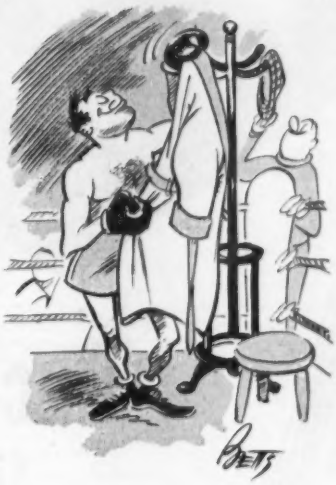


The Miner

The Boxer



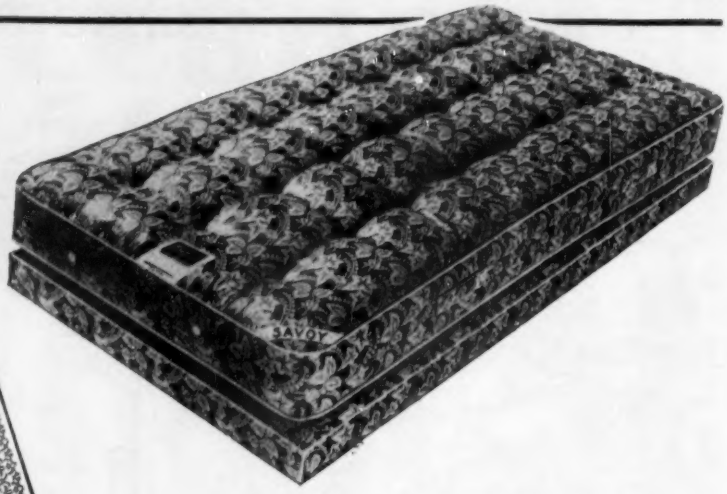
The Traveller (1)

The Prisoner

The Traveller (2)

The Watchman

# CONFIDENCE



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## And Here Is A Last-Minute Round-Up Of The Week's News

# *Bedding Men Meet To Decide On "B.S.I. Members Only" Rule*

IN order to implement the new policy of the Bedding Federation, that all bedding manufacturer members must become B.S.I. licencees within 12 months of January 1, it will be necessary to alter the Articles of Association.

For this purpose a special resolution will be placed before an extraordinary general meeting on Wednesday, January 12, at 2.30. The meeting will be held at the federation's office, 157 Victoria Street, London, S.W.1.

This resolution proposes that Article 11 shall be deleted and the following new article substituted:

"**11A.** No application for membership in the category of bedding manufacturer member shall be entertained by the Council unless and until there shall have been submitted to the Council such evidence as the Council in its absolute discretion may deem satisfactory that the applicant is a B.S.I. licence holder: provided always that in the case of any such application which is submittted to the Council before December 31, 1955, the Council shall be entitled to entertain the same without any such evidence as aforesaid if the applicant shall submit to the Council (i) a statement signed by him that he is not at the date of such application a B.S.I. licence holder, and (ii) an undertaking to the federation signed by him in such form as the Council may approve that the applicant will use his best endeavours to become a B.S.I. licence holder on or before December 31, 1955."

It is also proposed that:

"**14A.** Any ordinary member at the date of the adoption of this Article who falls into the category of bedding manufacturer member and who not being already at such date a B.S.I. licence holder does not become a B.S.I. licence holder on or before December 31, 1955, and any person elected as an ordinary member in the category of bedding manufacturer member after having given such an undertaking as is referred to in Article 11A (ii) hereof who does not become a B.S.I. licence holder on or before December 31, 1955, shall, as from midnight on December 31, 1955, cease to be a member of the federation."

# D. A. Jones Buys M. Stephany For £60,000

AT last week's meeting to approve the sale of the M. Stephany subsidiary of Stephany (Furniture Trades) to Mr. D. A. Jones, a director, the chairman, Brigadier General The Hon. A. V. F. V. Russell, C.M.G., M.V.O., revealed that a higher bid had been made subsequent to the notice of the meeting on December 7.

Mr. Jones had offered £52,500 for net assets of book value at March 31 of £48,595. Later, Nobility Upholstery had topped that with a £60,000 bid which Mr. Jones had matched. **The sale to him at that figure was approved without dissent.**

Mr. Jones now severs all his connections with Stephany (Furniture Trades) and will carry on the manufacturing upholstery business of M. Stephany under a different name.

The need for the sale arose because the parent company found itself with four competing subsidiaries and required money for developing other lines.

One subsidiary, Ashmele Brothers, was closed down and the premises were sold at a profit.

These proceeds and those from the latest sale will have reduced the bank overdraft of £92,753 at March 31 to reasonable proportions.

*Last week Wilfred Pickles took his "Have a Go" radio show to Bearmans, Ltd., the Leyton, London, store. He is seen here with 85-year-old Mr. F. C. Bearman who started the business in 1898 with one shop and nine lady assistants. The present staff is more than 500.*

## *Furniture Man Escapes In Plane Crash*

The only civilian passenger to escape with his life from the disastrous air crash at Prestwick on Christmas morning was Mr. Henry James Russell, a director of F. H. Marshall & Co., Ltd., the Rayleigh, Essex, furniture manufacturers.

Mr. Russell was thrown clear as the belly of the plane cracked. He was taken to hospital suffering from shock and burns on the hands. Seven members of the crew escaped but 28 people were killed.

## Carpet Man Left £50,000

Mr. Eric W. Goodacre, of 43 Chandos Avenue, Whetstone, late chairman and director of William Goodacre and Sons, Victoria Docks, left £50,051 net.

SHEEREX FURNITURE REGD
THE NAME THAT STANDS FOR THE BEST IN BEDROOM SUITES
King & Darbyshire Ltd
TRENTHAM MILLS · WIGAN

# LOYDS, RIDINGS TO MERGE

TWO closely associated northern furniture stores groups, Loyds Retailers and Riding's Stores, propose to merge. Loyds, which owns about 60 retail shops, already holds 46 per cent of the £100,000 Riding's Ordinary. The latter company controls 46 retail shops.

Loyds now propose to bid for the balance of the Riding's equity on a share exchange basis. With Riding's 2s. units quoted at 15s. and Loyds 5s. units at 28s. 6d., they offer three of their Ordinaries for every five Riding's units. This share exchange would require up to 324,000 Loyds "A" Ordinaries.

In addition Loyds propose to make a scrip issue of 1,526,500 "A" Ordinaries in which Riding's shareholders are to participate. This is expected to be on the basis of seven new "A" Ordinaries for every five held.

Thus a present holder of 100 Loyds 5s. units would on completion of this reorganisation hold 240 shares, comprising 50 Ordinary and 190 "A" Ordinary (non-voting) shares.

## Bradford Store For B. B. & T.—18 More Are Planned

Brown Bros. & Taylor, Ltd., the well-known furnishers, with shops at Huddersfield, York, Castleford and Bradford, are to open another store in Bradford at present occupied by John S. Driver, Ltd., grocers, at 51 Kirkgate, Bradford.

It is reported that they will probably take over at the end of January and included among the alterations will be a new front in the Kirkgate premises.

The firm is considering opening new shops at Hull, Wakefield and Barnsley, together with 15 in London.

*Mrs. Heymanson, wife of the managing director of the Rest Assured Mattress Co., Ltd., presented cheques totalling £150 donated by the Rest Assured Appeal Fund to the Mayor of Northampton, Ald. J. V. Collier (Korean Comforts Fund, Northampton Regiment), Cllr. F. Tomkins (Spastics Lift Appeal), and Mr. J. Whitmore Jeffery (F.T.B.A.), at the firm's Christmas party. Each cheque was for £50. In this picture, by the "Northampton Chronicle and Echo," are: Front row (left to right) Cllr. Tomkins, Mrs. Heymanson, Mr. E. Stanley, Ald. Collier, Mrs. Collier and Mr. Whitmore Jeffery. Back row: Mr. G. G. Bull, Mr. Heymanson, Mr. D. C. Mickley, Mrs. H. Warren, Mr. W. A. Sturgess, Mrs. Rose.*

## *News Of Parties*

### Palatial, Ltd.

Saturday, December 18, was a great day for the 300 children of the employees of Golden Key, Palatial, Ltd., who had organised a Christmas party which was held at the Hackney Central Hall.

The Mayor and Mayoress of Hackney were present and congratulated the organisers on the excellent arrangements, which included tea, a concert and wonderful presents.

Among those present were the directors, Mr. Fredk. Lucas and Mr. Paul Lucas.

* * *

### Croxson Brothers

A company of 180 attended the Christmas party of Croxson Bros., furniture manufacturers of Queen Alexandra Road, High Wycombe, in the firm's canteen.

Among those present were the five brothers who are partners in the firm—Messrs. Fred Croxson, managing director, G. Croxson, A. Croxson, H. Croxson and R. Croxson—and the "Grand Old Lady" of the firm, their mother, Mrs. Elizabeth Croxson, who is 79, was guest of honour. Mrs. Croxson was presented with a bouquet by her great-granddaughter Elizabeth Highley.

Guests were welcomed by Mr. T. W. Bird, and Mr. Fred Croxson thanked members of the staff for their co-operation and referred especially to Mrs. W. A. Smith, secretary.

### Death of Mr. W. J. Stone

The death has occurred of Mr. William John Stone, a director for the past ten years of Denby & Spinks, Ltd., the Leeds furnishers. He was 63. He joined the firm as a salesman in 1928.

## Stockroom Dates

HARRIS LEBUS, LTD., will hold the following stockrooms during the week beginning January 3: Royal Star Hotel, **MAIDSTONE**; Mr. T. E. Jones, Y.M.C.A., 137 North End, **CROYDON**; Mr. S. Trew, Territorial Army Centre, Old Bedford Road, **LUTON**; Mr. E. W. Lashbrook, Central Methodist Community Centre, Regent Square, **NORTHAMPTON**; Mr. L. A. Penney.

* * *

CHARLES NEWTH & SONS, LTD. January 3 to 7 at Royal Hotel, **BRISTOL**; Mr. R. E. Cottle and Mr. L. C. Baker.

* * *

WILKINSONS (BRADFORD), LTD. January 3 to 7 at Grand Hotel, **SHEFFIELD**; Mr. Jarratt and Mr. Donald.

* * *

WALNUT CABINET WORKS, LTD. January 3 to 7 at Chamber of Commerce, 95 New Street, **BIRMINGHAM**; Mr. G. Burke and Mr. G. Holdsworth.

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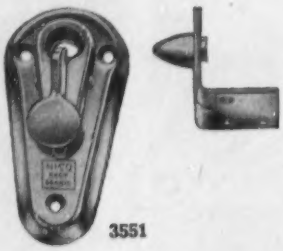

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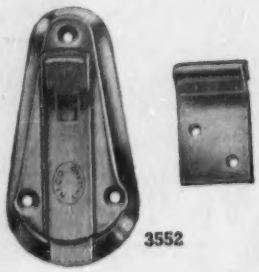

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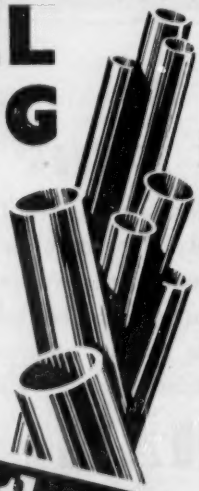

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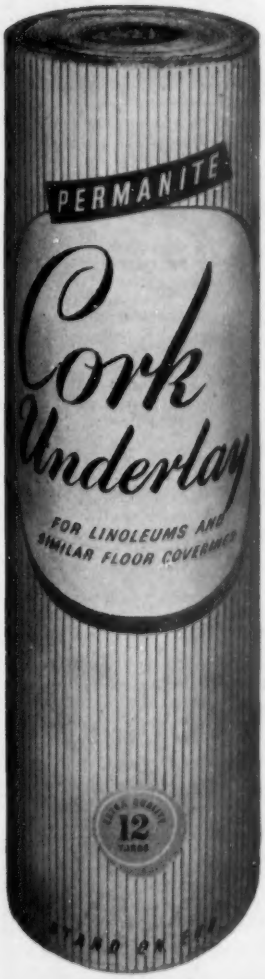


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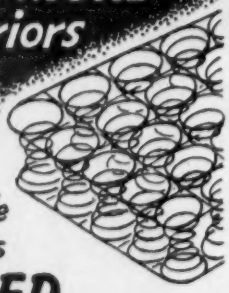

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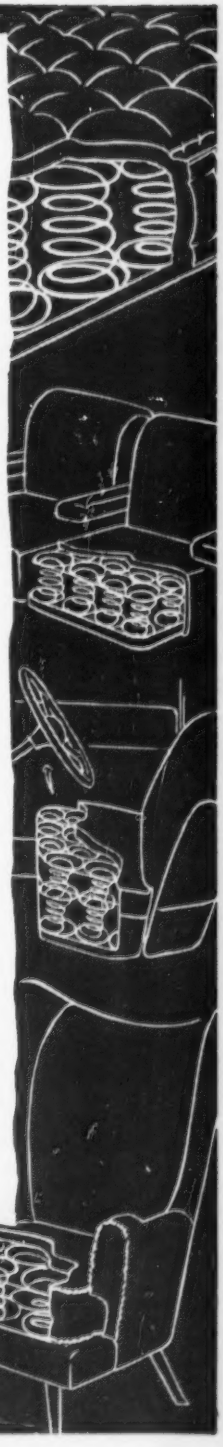

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